



LOCATIONS **NORTH**
BROKERAGE

WASAGA BEACH REAL ESTATE MARKET REPORT

THIRD QUARTER 2017

WE'RE PROUD AND GRATEFUL TO HAVE BEEN CHOSEN AS
ROYAL LEPAGE'S 2016
BROKERAGE OF THE YEAR FOR ONTARIO



OVERVIEW

SLOWING YEAR-TO-DATE AND THIRD-QUARTER SALES, BIG AVERAGE PRICE GAINS



YEAR-TO-DATE VOLUME OF \$214,907,264

Down 2% from 2016's record \$218,310,685, with units of 529, down 22% from 2016's 677. New listings of 804 down 8% from last year, with the sales/listings ratio of 66% down 12%.



THIRD-QUARTER VOLUME OF \$63,713,230, THE SECOND-BEST EVER

Down 17% from 2016's record \$76,927,102. Q3 units of 156 down 34% from 2016's 237. New listings of 276 up 15% from last year's 239, with the sales/listing ratio of 57% down 42%.



RECORD YEAR-TO-DATE AVERAGE SALE PRICE OF \$406,252

Up 26% from \$362,468 of one year ago. Average days-on-market of 27 is down 24 days.



OVERVIEW (cont'd)



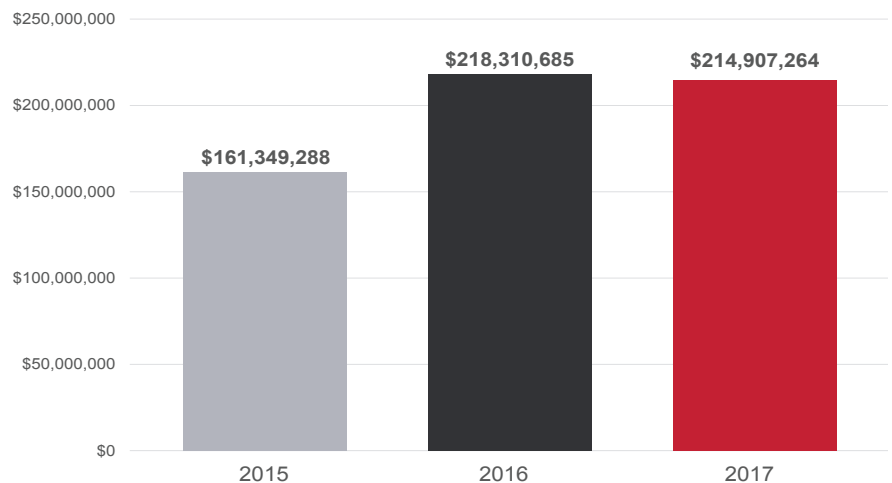
THE DEMAND FOR LISTINGS EXCEEDS THE SUPPLY

While Q3-2017 sales were slow when compared with Q3-2016's records (which included an all-time high **99%** sales/listing ratio!), it was still the second-best Q3 ever for volume. Though listings were up **15%**, the average days-on-market was down nearly **3** weeks. **So it's still a seller's market.**

Graph 1:

Wasaga Beach MLS® Sales

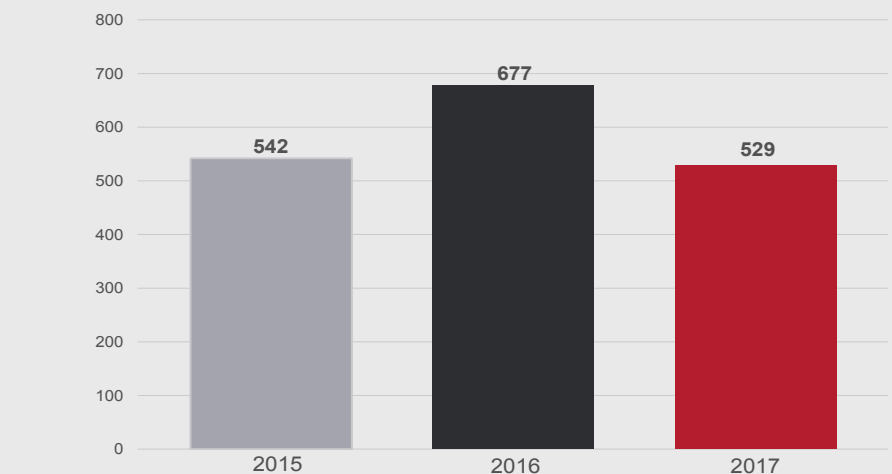
Jan.-Sept., 2015 vs. 2016 vs. 2017 (Volume)



Graph 2:

Wasaga Beach MLS® Sales

Jan.-Sept., 2015 vs. 2016 vs. 2017 (Units)



THE MARKET IN DETAIL



Table 1:

Wasaga Beach MLS® Sales And Listing Summary

Jan.-Sept., 2015 vs. 2016 vs. 2017

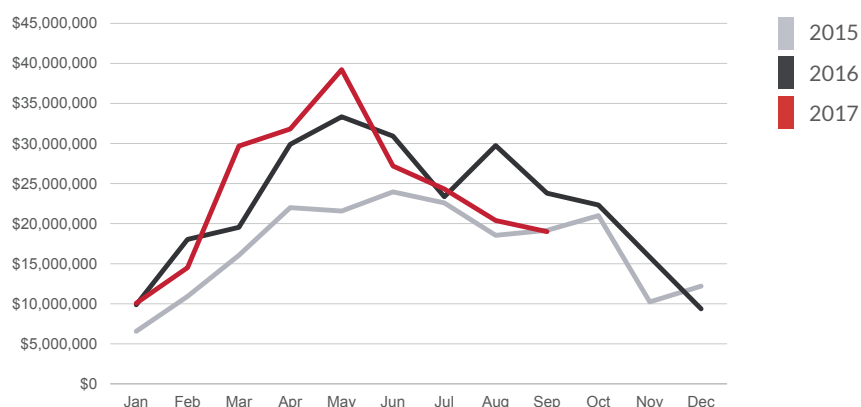
	2015	2016	2017	2016-2017
Year-to-Date (YTD) Volume Sales	\$161,349,288	\$218,310,685	\$214,907,264	-2%
YTD Unit Sales	542	677	529	-22%
YTD New Listings	1001	873	804	-8%
YTD Sales/Listings Ratio	54%	78%	66%	-12%
YTD Expired Listings	209	106	60	-43%
3rd Quarter (Q3) Volume Sales	\$60,583,5700	\$76,927,102	\$63,713,230	-17%
Q3 Unit Sales	203	237	156	-34%
Q3 New Listings	298	239	276	+15%
Q3 Sales/Listings Ratio	68%	99%	57%	-42%
Q3 Expired Listings	89	37	43	+16%
YTD Sales: Under \$100K	14	15	8	-47%
YTD Sales: \$100K - \$299K	312	301	122	-59%
YTD Sales: \$300K - \$499K	178	299	277	-7%
YTD Sales: \$500K - \$799K	34	56	107	+91%
YTD Sales: \$800K - \$999K	2	4	12	+200%
YTD Sales: \$1M - \$1,999M	1	2	3	+50%
YTD Sales: \$2M+	1	0	0	0%
YTD Average Days-On-Market	69	51	27	-47%
YTD Average Sale Price	\$297,692	\$322,468	\$406,252	+26%

NOTE: All MLS® sales data in this report comes from the Southern Georgian Bay Association Of REALTORS®.

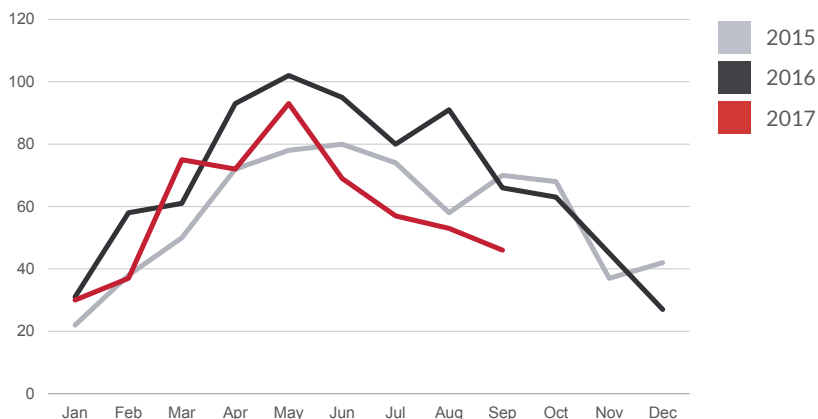
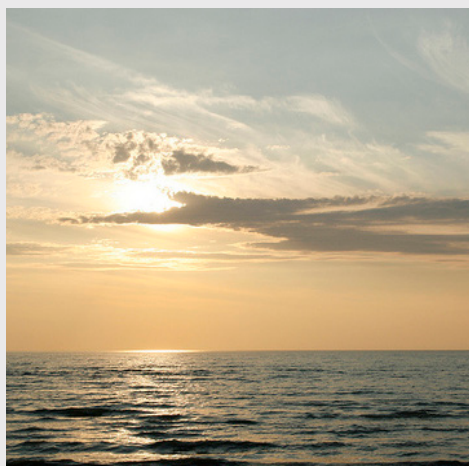
THE MARKET IN DETAIL (cont'd)

As Graph 3 shows, Wasaga Beach's September volume sales of **\$18,991,968** were down **20%** from 2016's record. On the units side, Graph 4 shows that September's **46** sales were down **30%** from a year ago, thus completing a slow Q3 which was down **38%** overall. Given that a listings shortage has been partly responsible for 2017's slowing sales, it will be interesting to see whether the autumn market rebounds in step with Q3-2017's **15%** increase in new listings over Q3-2016.

Graph 3:
Wasaga Beach Monthly MLS® Sales
2015 vs. 2016 vs. 2017 (Volume)



Graph 4:
Wasaga Beach Monthly MLS® Sales
2015 vs. 2016 vs. 2017 (Units)



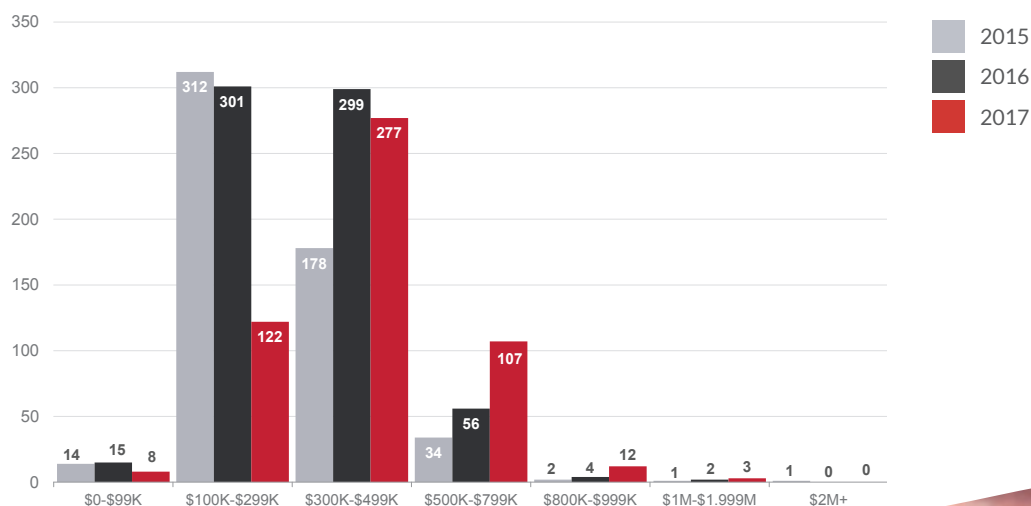
THE MARKET IN DETAIL (cont'd)

As Graph 5 shows, 2017 units are down **143%** from 2016 in the high-volume \$299K-and-under range, as well as **7%** in the \$300K-\$499K range, partly due to the **26%** average sale price increase. That said, in the \$500K-\$1.999M bracket 2017 is up **97%** from last year, with the \$500K-\$799K, \$800K-\$999K and \$1M-\$1.999 ranges up **91%**, **200%** and **50%** respectively. Further, we get a real sense of the market shift if we consider that while 2017 sales are down **60%** from 2015 in the \$299K-and-under range, they're up **85%** from 2015 in the \$300K+ bracket, with the average sales price up a big **36%** in those two years.

Graph 5:

Wasaga Beach MLS® Sales By Price

Jan.-Sept., 2015 vs. 2016 vs. 2017 (Units)



SALES BY PROPERTY TYPE

Graph 6:

Wasaga Beach MLS® Sales By Property Type

Jan.-Sept., 2015 vs. 2016 vs. 2017 (Dollars and Units)

2017 IN DETAIL

SINGLE-FAMILY HOMES

DOLLAR SALES: \$191,758,384
DOWN 5% from 2016

UNIT SALES: 441
DOWN 24% from 2016

AV. DAYS-ON-MARKET: 24
DOWN 24 days from 2016

AV. SALE PRICE: \$434,826
UP 25% from 2016

CONDOMINIUMS

DOLLAR SALES: \$12,414,280
UP 46% from 2016

UNIT SALES: 37
UP 3% from 2016

AV. DAYS-ON-MARKET: 52
UP 3 days from 2016

AV. SALE PRICE: \$335,521
UP 42% from 2016

VACANT LAND

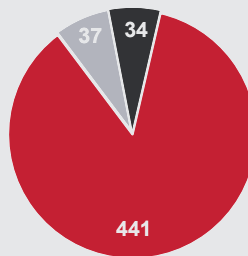
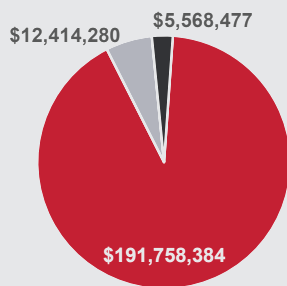
DOLLAR SALES: \$5,568,477
UP 20% from 2016

UNIT SALES: 34
DOWN 21% from 2016

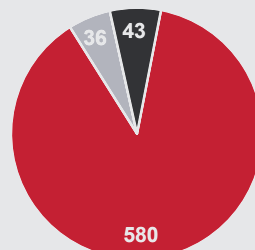
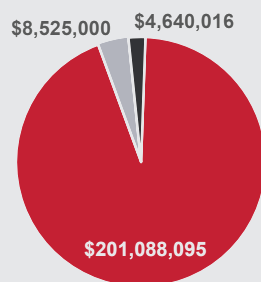
AV. DAYS-ON-MARKET: 57
DOWN 27 days from 2016

AV. SALE PRICE: \$164,308
UP 48% from 2016

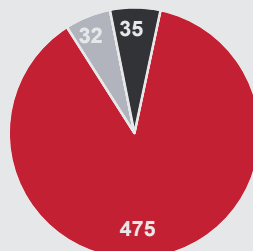
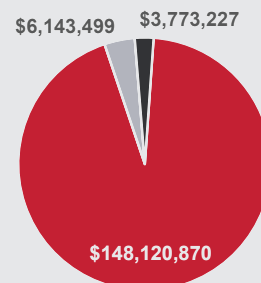
2017



2016



2015



■ Single Family ■ Condominium ■ Vacant Land

ROYAL LEPAGE LOCATIONS NORTH IN 2016

ANOTHER RECORD-BREAKING YEAR



WE BROKE OUR OWN GEORGIAN TRIANGLE RECORD FOR ANNUAL MLS SALES

With \$215,294,663 – up 35% from 2015 and **quadrupling** our 2011 sales!



WE SOLD 61% MORE REAL ESTATE THAN OUR NEAREST COMPETITOR



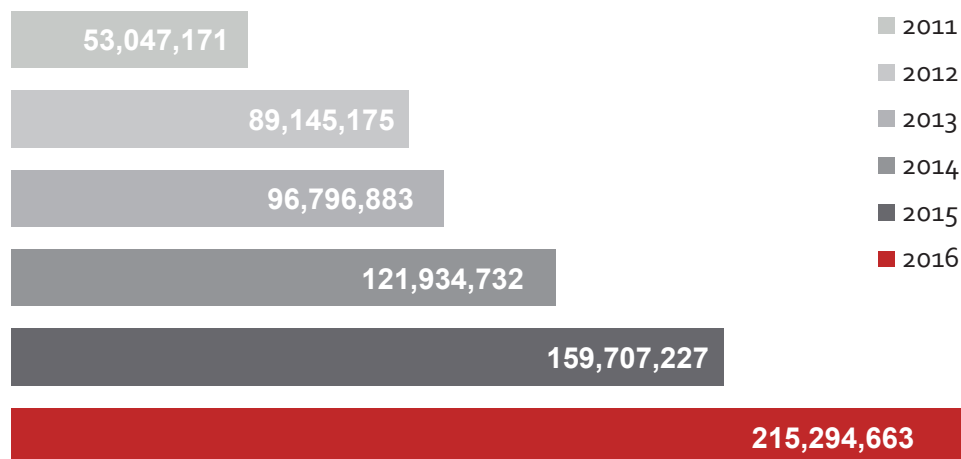
WE WERE #1 IN COLLINGWOOD, THE BLUE MOUNTAINS AND MEAFORD

And jumped to #2 in Clearview and #3 in Wasaga Beach after opening offices in 2015.

AND AS OF SEPT. 30 **WE'VE SOLD 102% MORE REAL ESTATE THAN OUR NEAREST COMPETITOR IN 2017!**



Locations North Sales Volume, 2011 - 2016



2016 UNIT SALES

Collingwood

	UNITS*	PERCENTAGE	
Royal LePage Locations North	321	23.5	
Royal LePage Trinity	256	18.7	
Re/Max Four Seasons	210	15.4	
Century 21 Millenium	142	10.4	
Non-SGBAR	121	8.9	
Chestnut Park	90	6.6	
Other	80	6.3	
Clairwood	71	5.2	
Re/Max Wasaga Beach	38	2.8	
Sutton Group Incentive	22	1.6	
Engel & Volkers	12	0.8	
Sotheby's	3	0.2	

The Blue Mountains

	UNITS*	PERCENTAGE	
Royal LePage Locations North	248	26.7	
Re/Max Four Seasons	110	13.3	
Re/Max Blue Mtn.	84	10.1	
Century 21 Millenium	83	10.0	
Chestnut Park	79	9.5	
Non-SGBAR	77	9.3	
Royal LePage Trinity	59	7.1	
Other	46	5.5	
Clairwood	20	2.4	
Re/Max Wasaga Beach	12	1.4	
Sotheby's	12	1.4	

Meaford

	UNITS*	PERCENTAGE	
Royal LePage Locations North	151	31.6	
Century 21 Millenium	56	11.7	
Other	49	10.3	
Re/Max Grey Bruce	44	9.2	
Chestnut Park	36	7.5	
Re/Max Four Seasons	34	7.1	
Non-SGBAR	31	6.5	
Royal LePage RCR	29	6.1	
McIntee	17	3.6	
Royal LePage Trinity	12	2.5	
Sutton Group Sound	8	1.7	
Clairwood	7	1.5	
Re/Max Wasaga Beach	7	1.5	
Sotheby's	4	0.8	

Georgian Triangle Luxury Homes \$800,000+

	UNITS*	PERCENTAGE	
Royal LePage Locations North	68	27.9	
Chestnut Park	38	15.6	
Non-SGBAR	31	12.7	
Re/Max Four Seasons	26	10.7	
Other	22	9.0	
Century 21 Millenium	14	5.7	
Clairwood	14	5.7	
Royal LePage Trinity	9	3.7	
Sotheby's	8	3.2	
Engel & Volkers	7	2.9	
Re/Max Wasaga Beach	7	2.9	

* 'Units' refers to the combined number of Listing and Selling Sides





LOCATIONS NORTH
BROKERAGE

WE GIVE YOU OPTIONS

**AT LOCATIONS NORTH, WE DO
EVERYTHING WE CAN TO PUT YOU FIRST**

– and that includes respecting your privacy. If we can ever be of help with your real estate needs, please let us know.



COLLINGWOOD OFFICE

705-445-5520

330 First St., Collingwood ON



THE BLUE MOUNTAINS OFFICE

519-599-2136

27 Arthur St., Thornbury ON



MEAFORD OFFICE

519-538-5755

96 Sykes St., Meaford, ON



WASAGA BEACH OFFICE

705-617-9969

1288 Mosley St., Unit 7 Wasaga Beach, ON



CLEARVIEW OFFICE

705-881-9005

143 Mill St., Creemore, ON

